

Winning the Global Television News Game (Broadcasting & Cable)



* The first publication to deal with live TV news as an industry-consumer relationship
* Contains interviews with leading media news professionals
* A reference book offering names, addresses, fax and phone numbers for news media contacts in most countries throughout the world. This book offers the first full global perspective of the dramatic changes in television news coverage caused by the entrance of live news onto its own lane of the information highway, and the resulting dynamic between industry professionals and consumers. The winners in this new game will be those industry professionals and consumers who learn to utilize pro-active tools to construct their own financial and service success within the totally new 21st century environment.

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